GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:3520
ANSWERED ON:07.04.2003
NATIONAL DAIRY DEVELOPMENT BOARD
A.C. JOSE

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the National Dairy Development Board (NDDB) Mother Dairy`s (fruits and vegetables) plant at Mangolpuri has beer wasting huge amount on advertisement and on hiring of vehicles such as trucks/matador etc., each year;

(b) if so, the total amount spent on advertisements and on different transporters during the last five years, year-wise and transport company-wise; and

(c) the steps taken by the Government to stop such wasteful expenditure?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI HUKUMDEO NARAYAN YADAV)

(a) No, Sir. The Fruit & Vegetable Unit of Mother Dairy Food Processing Ltd., at Mangolpuri is hiring vehicles for procurement and distribution for sale of fresh fruits and vegetables and its products. The advertisement is done to make the consumer aware of its products, which is a normal business requirement. The expenditure on hiring of vehicles etc., is also essential for movement of products from one place to other.

(b) The amount spent on hiring of vehicles and advertisements during the last five years is given below:

(Rs. in crores)

Head	1997-1998	1998-1999	1999-2000	2000-01	2001-02
Advertisement	1.67	1.66	2.46	2.87	3.01
Payment to Transporters	6.44	8.27	9.09	10.58	14.72

The details of payment made to the transporters, company wise during last five years are being collected & will be laid on the Table of the House.

(c) The expenditure on advertisement and transportation are normal business requirement and is not wasteful.